

Human-Centered & Technology-Enabled

Sex Education for the Modern Era

Marisa Cervantes
Cristina Leos
October 17, 2022



TODAY'S AGENDA

01

WELCOME & OVERVIEW

Get to know the group
and the frame for today

03

APPLY THE CONCEPTS

Evaluate existing tools and
how they fit in your work

02

REAL TALK CASE STUDY

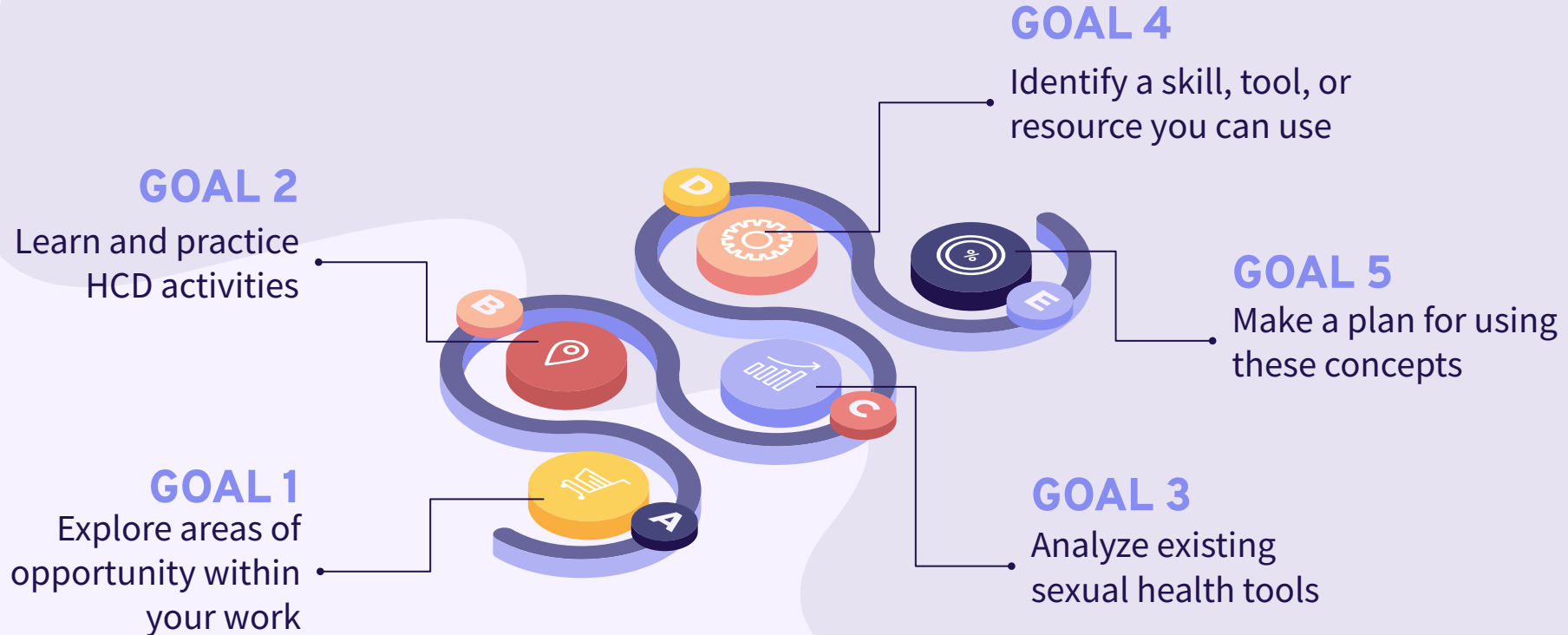
Hear how we used
human-centered design

04

REFLECTION & NEXT STEPS

Reflect on the process, skills,
and what to do next

TODAY'S GOALS



GETTING TO KNOW YOU

With your small group, share:

- Your name + pronouns
- Organization
- The latest book, movie, show, or podcast you absolutely loved



DREAMS & FEARS

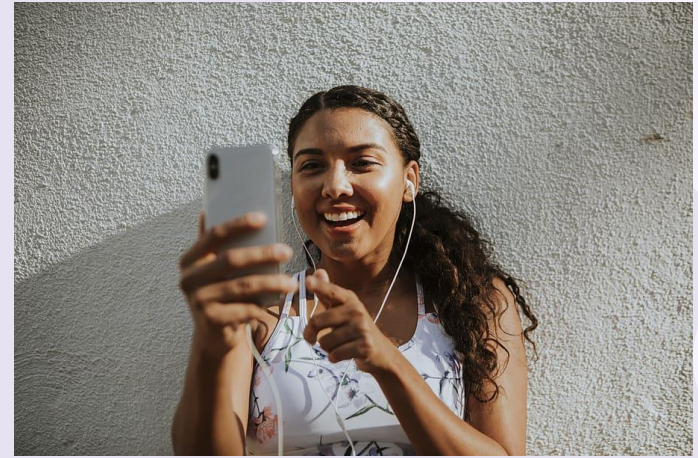
What are your biggest dreams and fears when it comes to sex education and technology?

Take **3 minutes** to reflect individually then you will spend **10 minutes** sharing with a partner

WHY TECHNOLOGY?

Teens prefer:

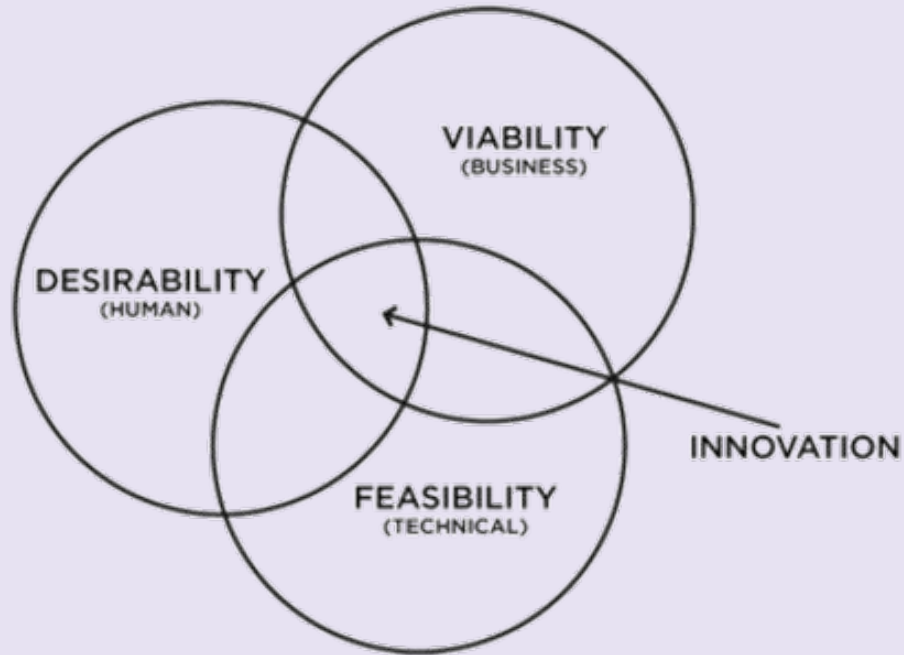
- Tech-based platforms over schools to learn about sex and relationships
- Short-form content
- Learning from peers
- Culturally relevant approaches



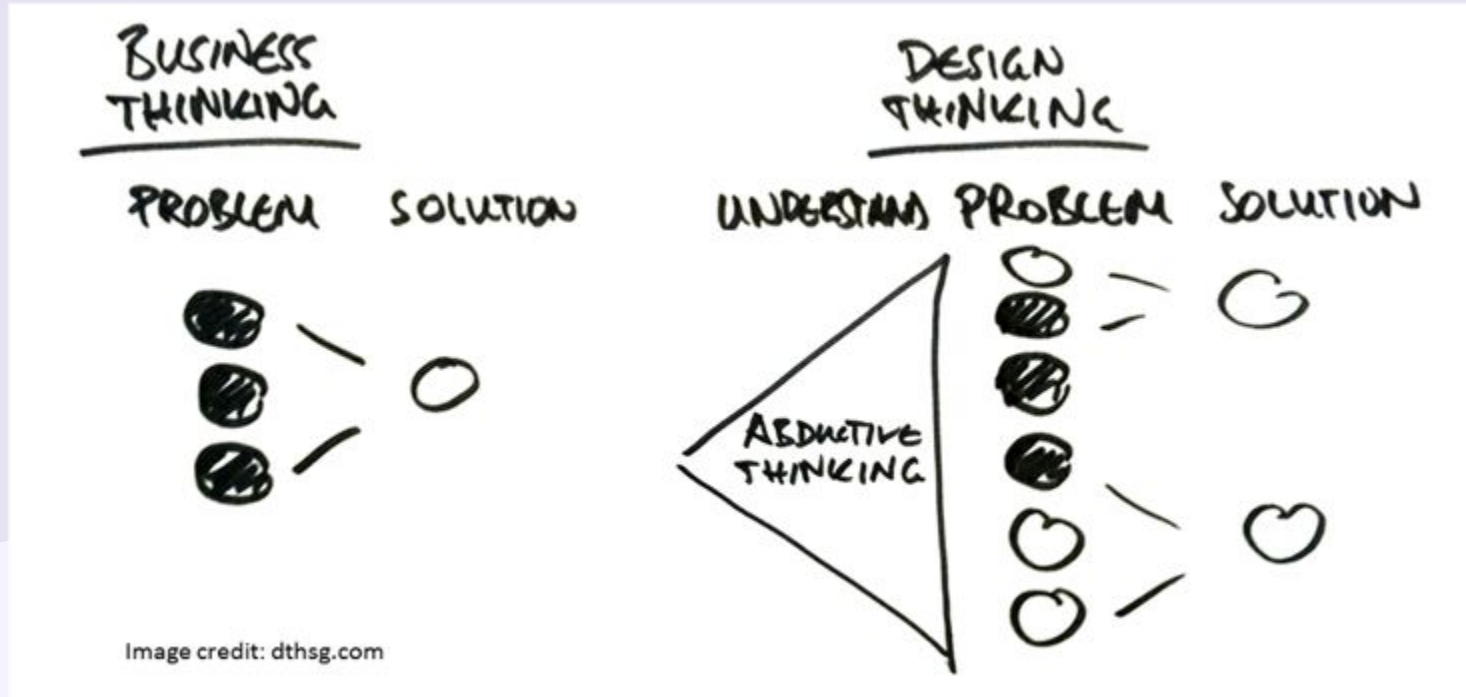
Tech provides:

- Wider reach and accessibility
- Support & validation, especially for SGM youth

WHY HUMAN CENTERED DESIGN?



WHY HUMAN CENTERED DESIGN?



WHY HUMAN CENTERED DESIGN?

- Develop a deep understanding of an issue and how to meet genuine human needs
- Create space and time to explore multiple options
- Develop a test and learn mindset by using experimentation and a “prototyping” approach
- Emphasize collaboration and diversity

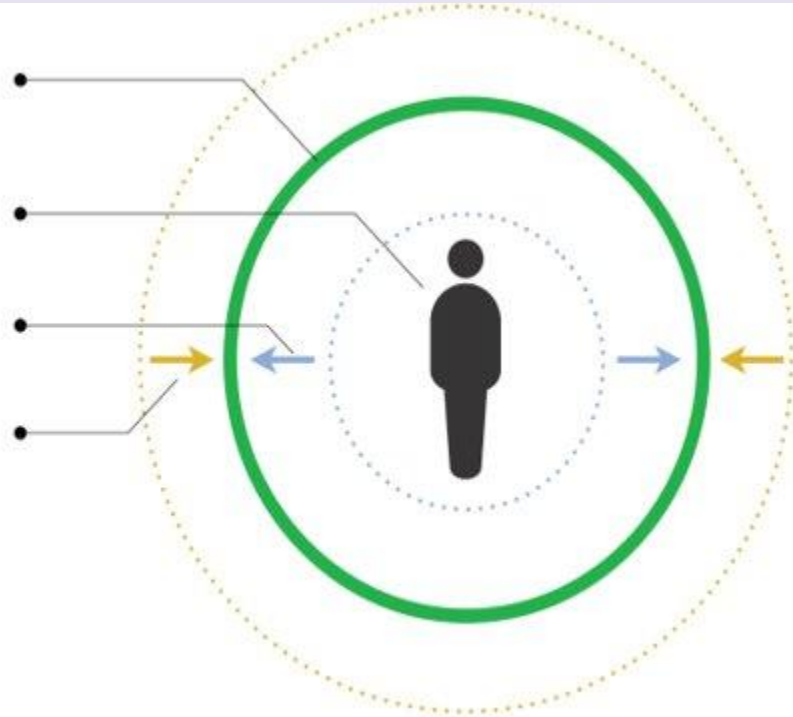
FRAMING THE CHALLENGE

Whether you're stating the initial problem or framing the opportunity space, a **great design challenge** is...

User focused so user desirability is at the core of your efforts

Broad enough to allow you to discover areas of unexpected value

Narrow enough to make the topic manageable and to ensure you solve a real problem.



FRAMING THE CHALLENGE

- What problem are you solving or focusing on?
- Rephrase it as a question
- What's the key outcome you want to achieve?
- What are important aspects of the context or constraints you need to consider?
- Does your original question need a tweak? [iterate]

REAL TALK EXAMPLE

- What problem are you solving?
 - Many high school students in rural NC are having unplanned pregnancies
- Rephrase it as a question
 - How might we support rural NC students to prevent unplanned pregnancies?
- What's the key outcome you want to achieve?
 - Long term: Fewer unplanned pregnancies
 - Immediate: Students' increased knowledge and skills, increased access to tools about sex and relationships

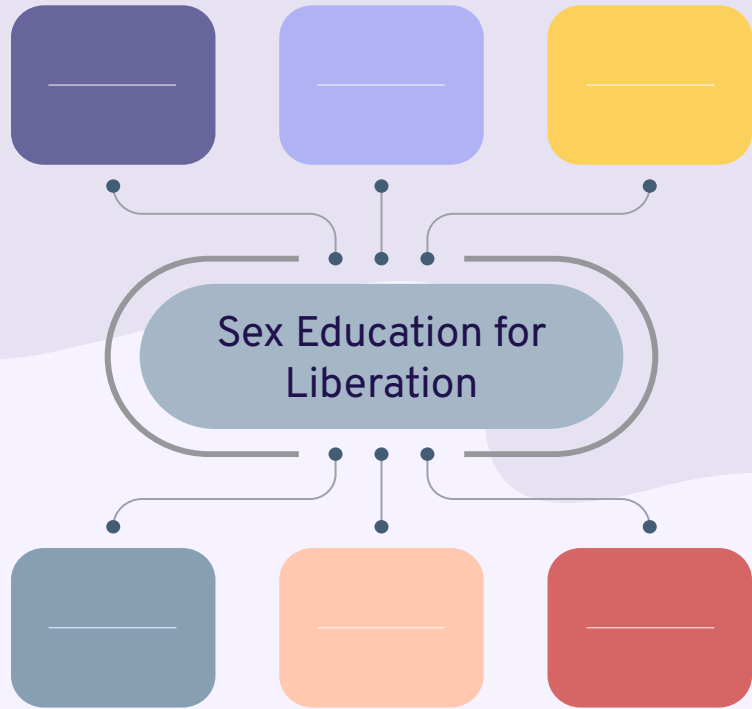
REAL TALK EXAMPLE

- What are important aspects of the context or constraints you need to consider?
 - State laws restrict in-school sex ed, students like to learn from peers and not in school, cultural stigma around sex ed, students have lots of misconceptions about sex
- Does your original question need a tweak? [iterate]
 - HMW support rural teens to access high-quality, accurate, and engaging information and resources about sex and relationships?

FRAMING THE CHALLENGE

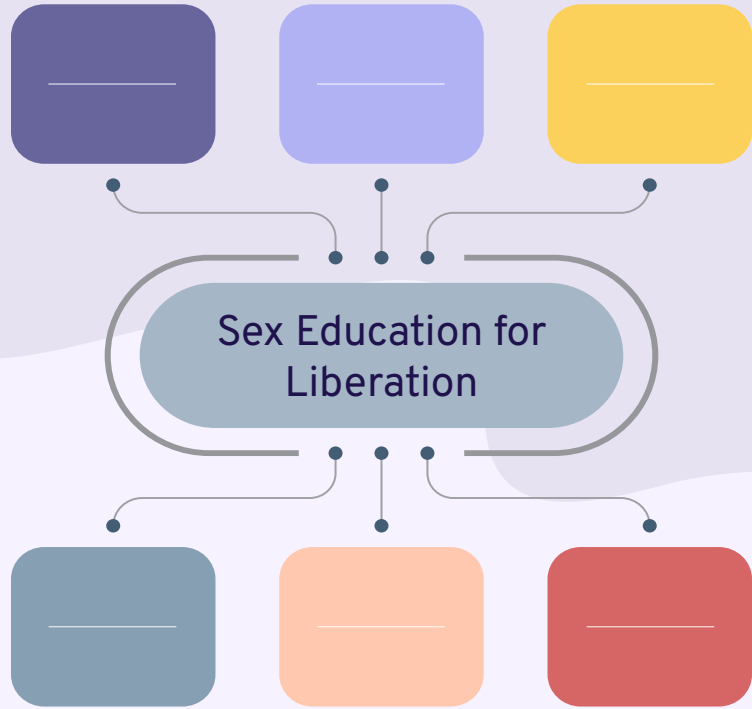
Spend **5 minutes** individually crafting your own HMW question for today:

- What problem are you solving or focusing on?
- Rephrase it as a question
- What's the key outcome you want to achieve?
- What are important aspects of the context or constraints you need to consider?
- Does your original question need a tweak? [iterate]



YOUR TURN: MIND MAPPING

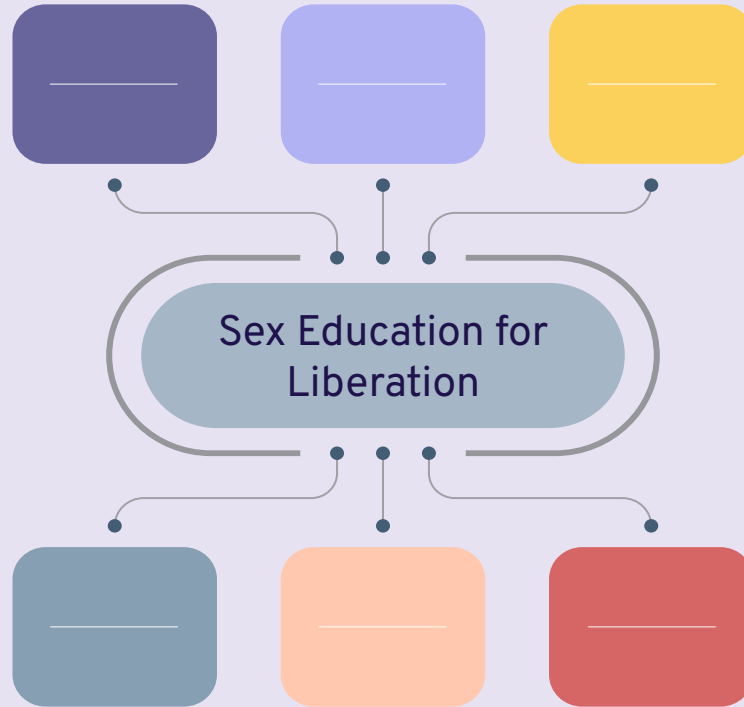
- Grab a piece of paper and write your main topic or challenge in the center
- Make connections to that central topic, creating branches out from the center as you generate more ideas
- Keep going until you have filled the page or you run out of time.



YOUR TURN: MIND MAPPING

1. Spend **8 minutes** drawing a quick map
2. Take **1 minute** picking one or more ideas that are **most interesting** to you
3. Spend **10 minutes** in your small group sharing these ideas and why you picked them

GROUP SHARE: WHAT DID YOU NOTICE?



YOUR TURN: CARD SORTING

Using the deck of cards at your table, spend **10 minutes** sorting them in response to the following questions and discussing:

1. What do you love most about your job?
2. What are the biggest challenges you face in your role?



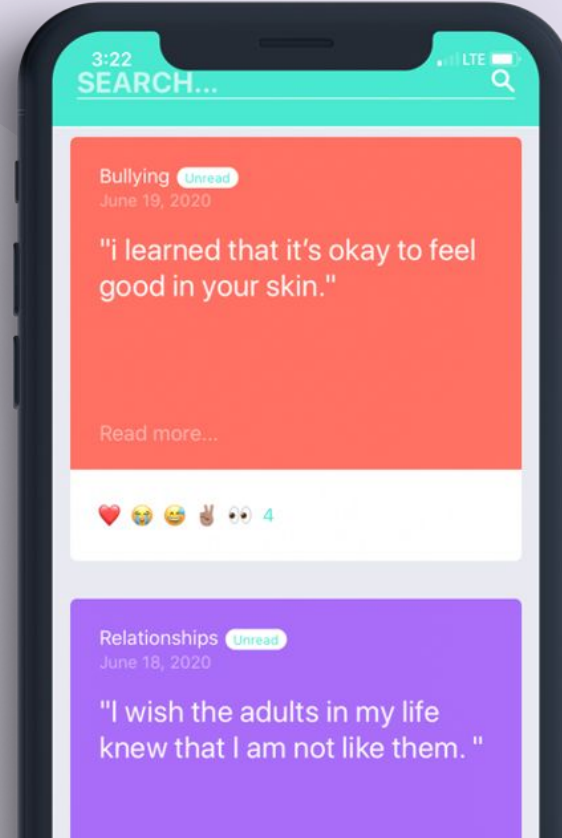


BREAK TIME

Meet back in 15 minutes

REAL TALK CASE STUDY

A mobile app connecting youth with authentic stories and trusted resources to help them know they are not alone



Inspiration

Ideation

Implementation

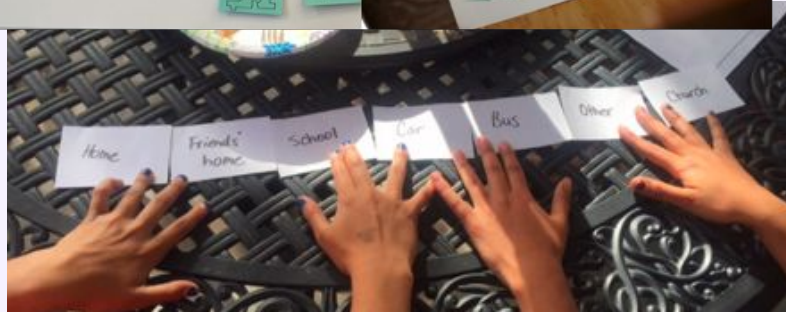
Beta Launch

Spring 2016

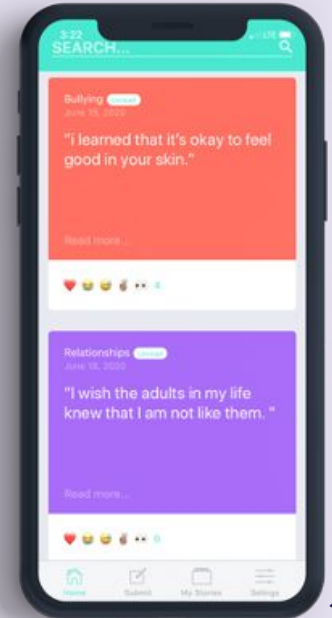
Fall 2016

Spring 2017

Fall 2017



**POWER
TO DECIDE**





DESIGN RESEARCH

- Interviews with Extremes & Mainstreams
- Card Sorts
- Observations
- Analogous Experiences
- Co-Creation Sessions

KEY INSIGHTS

1. Privacy, safety, and credibility are essential
1. Youth want to learn from the experiences of others
1. Fear of judgement drives help-seeking behavior
1. Schools are not the preferred place to learn about these topics
1. Adolescents prefer mobile apps to website

PROTOTYPING



GAMES



VIDEOS



Q&A

AVATARS



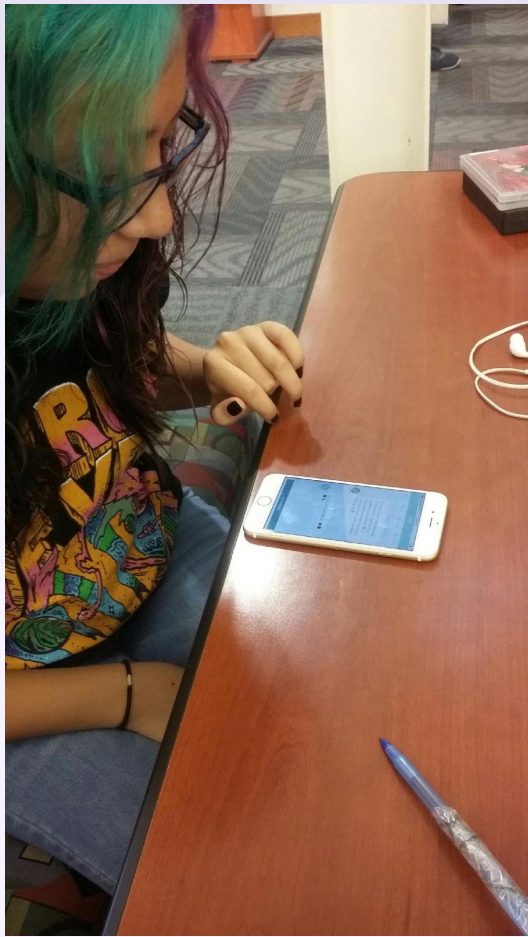
MESSAGING


GROUPS

SCAVENGER HUNTS




TEXT STORIES



 REAL TALK ✦ Create a WIX site!

Real stories by real teens.

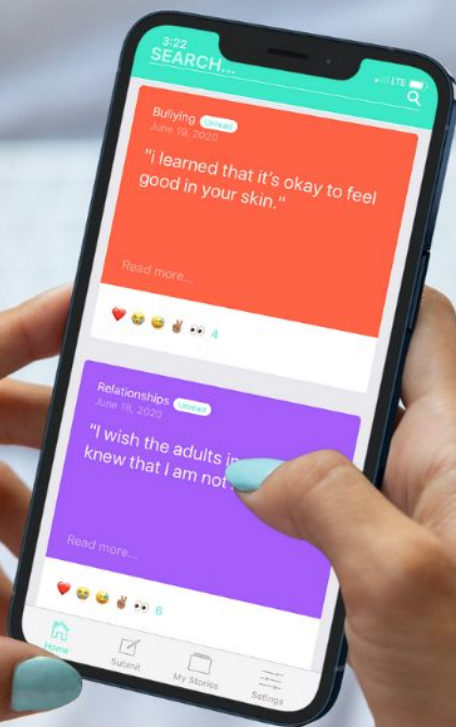
Get early access

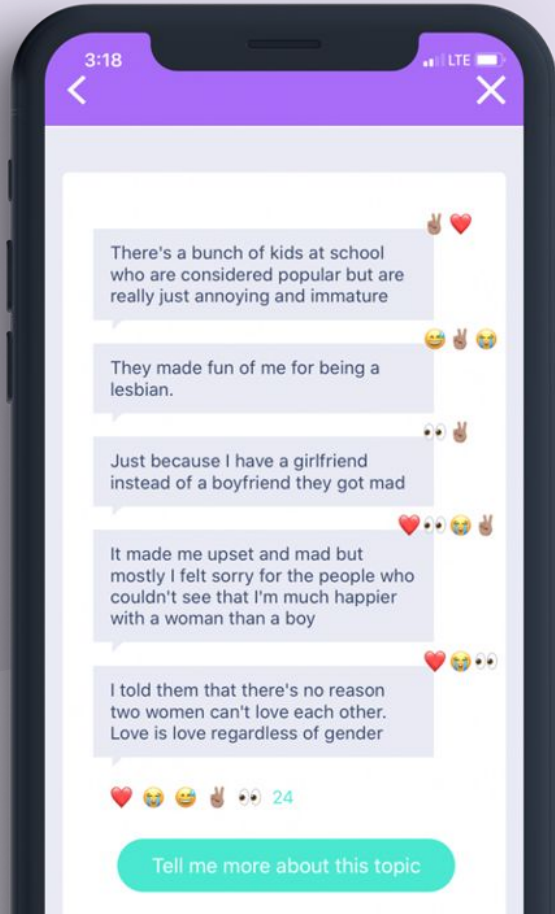


ADDITIONAL INSIGHTS

- **Content:** Wanted real stories about diverse teen experiences
- **Format:** Preferred text-message style format over videos, images, and longer form text
- **Engagement:** Wanted opportunities to support the story writer and share encouragement

REAL TALK

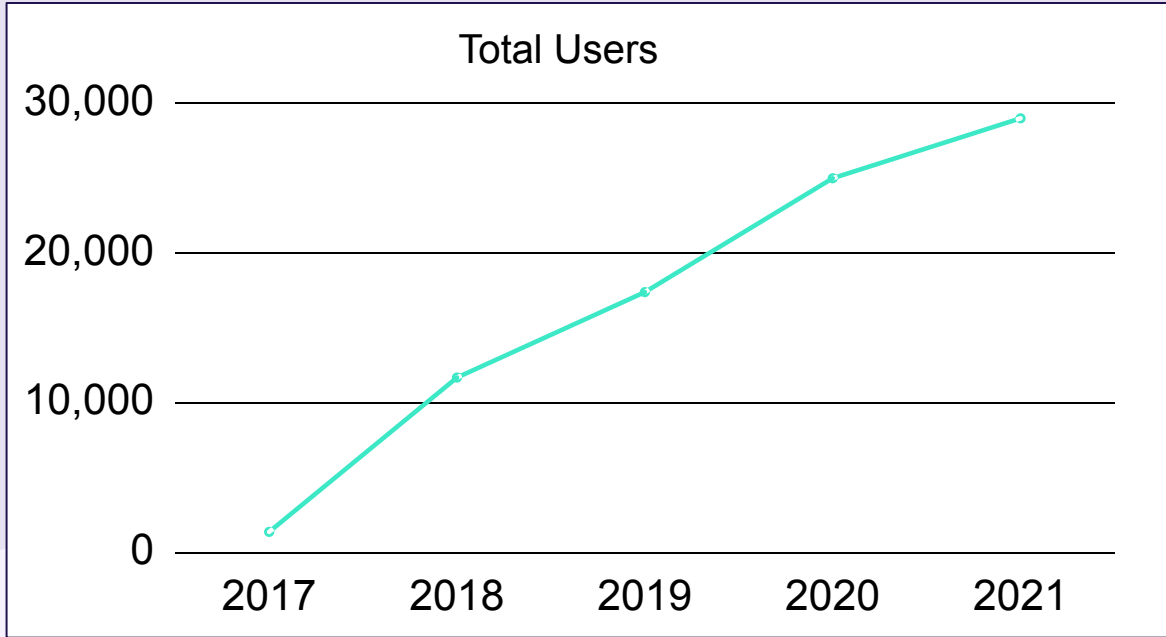




HOW IT WORKS

- Crowdsourced stories
- Browse & search content
- Access online resources
- Submit your own story

OUR IMPACT



Real Talk Users are:

- 60% BIPOC
- 46% LGBTQIA
- 17% Non-Binary or Other Gender

OUR IMPACT



Helpfulness

92% found Real Talk helpful



Knowledge

73% learned something new



Communication

30% talked with others about health topics



Connectedness

21% increase in feeling understood by others



Self-Esteem

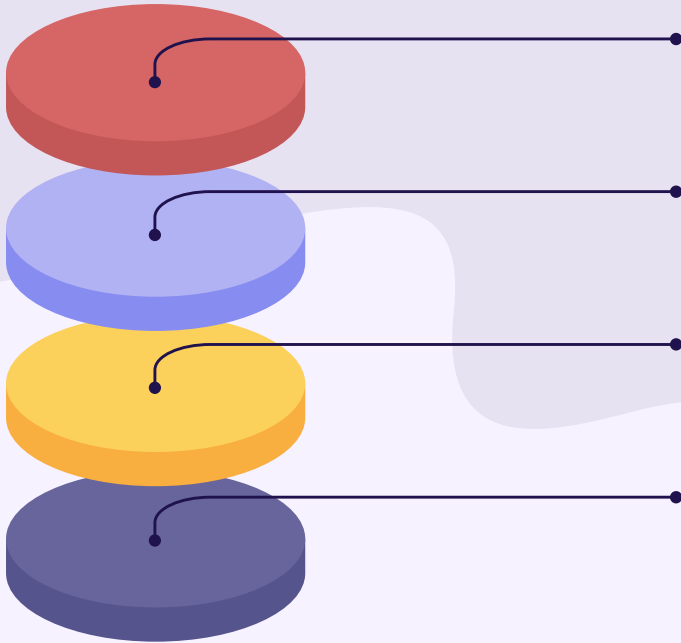
6% increase in feeling good about themselves



“Real Talk helps me know that other people go through the same things as me and understand what I am going through. It is really helpful and I love this community.”

- Real Talk User

APPLY THE CONCEPTS



1

Review existing sexual health digital tools

2

Rate them based on HCD criteria

3

Share with the group (landscape analysis)

4

Identify one or more tools to incorporate in your work

REVIEW AND RATE



Check your email!

We have sent you a spreadsheet for this exercise



Review

We'll spend the next 50 minutes exploring the digital sex education tools



Rate

Identify what each tool does well and where it falls short

REVIEW: EXPLORE THE TOOL(S)

Open each tool on your phone or computer and complete the following tasks:

- Click on each main tab and scroll through the screens
- Identify the main goal and additional services provided by the tool
- Attempt to find factual information about an STI
- Attempt to find information on qualities of healthy relationships
- Attempt to find resources related to gender identity or expression
- Attempt to find information about accessing healthcare services

RATE: EVALUATE THE TOOL(S)

After exploring the tool, use the spreadsheet to rate each tool within each criterion:

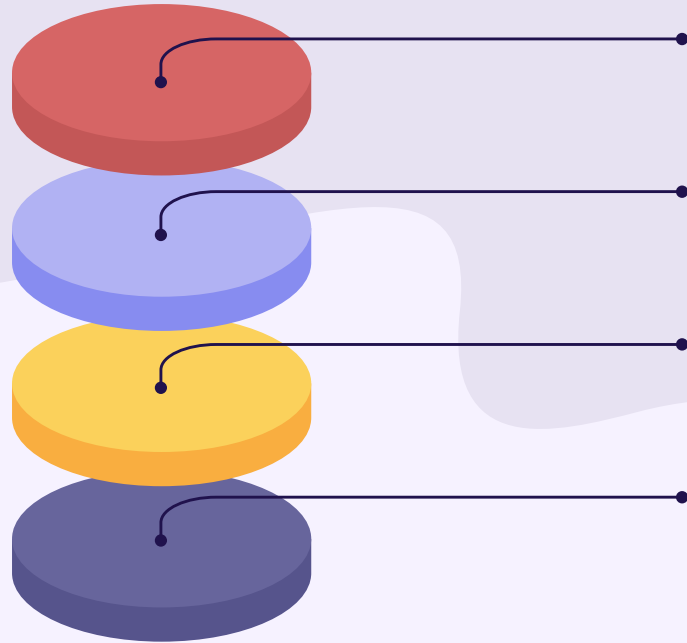
1. Youth centered
2. Age appropriate
3. Inclusive
4. Medically accurate
5. Usability
6. Safety and security
7. Accessibility



LUNCH TIME

Meet back in 60 minutes

APPLY THE CONCEPTS



1

Review existing sexual health digital tools

2

Rate them based on HCD criteria

3

Share with the group (landscape analysis)

4

Identify one or more tools to incorporate in your work

GROUP SHARE: RATING RESULTS

- What stood out to you about these tools?
- What do they do well?
- What gaps exist?



**HOW WOULD YOU
USE THESE TOOLS
IN YOUR OWN
WORK?**



BRAINSTORM

Identify new possibilities for incorporating tech

Map out what this looks like



PITCH

Tell us how and why

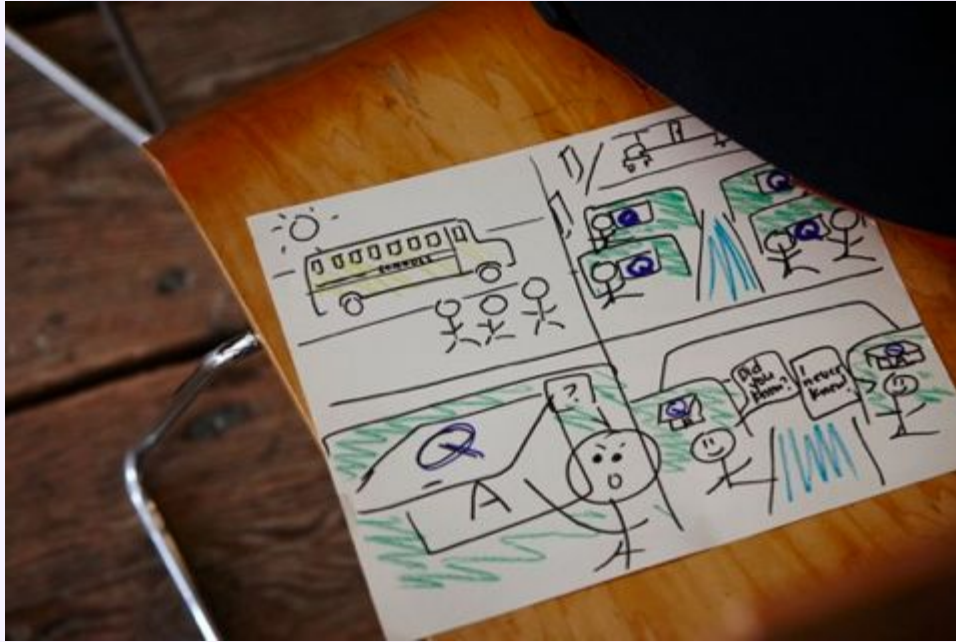


STORYBOARD

BRAINSTORM & PRIORITIZE

1. Take **8 minutes** to individually brainstorm ways to incorporate one or more of these tools into your work.
 - a. The goal is creativity, go for quantity over quality! Don't worry about feasibility or resources yet.
 - b. Write one idea per sticky note
 - c. *Bonus points* if you use images rather than words
1. Take **20 minutes** to share your ideas with your small group
 - b. Take turns, one person sharing ideas at a time
 - c. Build on ideas and group similar concepts together
 - d. Add new ideas if your discussion inspires you!
1. Take **10 minutes** to prioritize and vote on your Top 3 ideas as a group

CREATE A STORYBOARD



- Visually plot out elements of how your chosen digital tool works, such as who will use it, where, and how
- This rough visualization will help you better understand how it can be implemented in your work



CREATE A PITCH

- Communicate your idea, how it works, and who it benefits
- Showcase the benefits and value of your approach (convince us!)
- Tell your story in 3 minutes or less

STORYBOARD & PITCH

1. Select one of your Top 3 ideas and **take 10 minutes** with your group to create your storyboard
1. Take **20 minutes** with your group to draft and perfect your pitch. Be sure to include:
 - a. Your chosen tool
 - b. How it works
 - c. Who will use it / how it fits with your work
 - d. The benefit of using it
1. Be prepared to come back with the larger group and share your pitch. Remember to keep it to 3 minutes or less!



SHARE YOUR PITCH

Have 1 person from your group share your 3 minute pitch with the group



BREAK TIME

Meet back in 15 minutes

REVISIT:

How have your
dreams & fears
changed?



REVISIT:

How has your
HMW question
changed?



ADDITIONAL RESOURCES

- IDEO.org's Design Kit: <https://www.designkit.org/>
- Equity Meets Design: <https://equitymeetsdesign.com/>
- Design Thinking 101 Podcast: <https://fluidhive.com/design-thinking-101-podcast/>

THANKS!



Do you have any questions?

Cristina Leos

cristina@myhealthed.org

www.myhealthed.org

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**



What Did You Think?

Please remember to fill out this session's survey!

1. Go to the Schedule
2. Find & open this session.
3. Scroll down.
4. Select *Session Survey*.
5. Complete & submit!

